

4 STEPS TO INCREASE SALES IN YOUR RESTAURANT BUSINESS USING: **META ADS**

A Marketing Guide For Restaurant Owners



Points to drive home

Why boosts are lame

- Why Meta ads are great
- Why we're the best option for you
- This is not a cost. It's an investment. It's only an investment if you don't know what you're doing
- Yes, it costs money. No, you can't spend \$1/day and expect to close \$20,000 of business doing that. If that was the case the entire Earth would line up to work with Meta. We can do very well, but it takes some budget. Don't expect miracles for peanuts.

Notes

0 - Why Meta Ads Are Awesome

Facebook has 1.56 billion daily active users . Let's put that in perspective. That's nearly 5X the

population of the United States, 20% of the world population ... and still climbing.

So imagine the social influence achievable through Facebook in terms of your peer effects, ecommerce business, referrals, customer relationships, reputation, brand awareness, and much more (let alone, in combination with other social media platforms you market through).

It's not only the sheer number of people but the amount of our attention Facebook owns. Globally, the average user spends almost an hour per day on Facebook. Considering the average person sleeps eight hours a day, that means about 7% of our waking hours is spent with our eyes glued to the social network.

What sets Meta Ads apart is its incredibly detailed targeting options. You can create custom audiences based on users' interests, behaviors, and even their location. If your business wants to target a very specific group of people, Meta Ads is probably the best choice for you.

With its vast user base and sophisticated ad targeting options, Meta can be an untapped goldmine for small businesses. But, before you dive in headfirst, let's get your Meta Ads game on point. Here are 5 essential tips to help your small business thrive in the Meta Ads arena.

Yes, Facebook ads work because of their high level of audience targeting, the number of users on the platform, and analytical insights. Through successful iteration and experimentation – combined with a good strategy – brands can see a positive return on investment from Facebook ads.

What's more important with Facebook's huge audience, you can get your name out there without spending a fortune.

Even with a small budget, you can get your brand noticed and make people remember you.

10 Facebook Advertising statistics that highlight the importance of Facebook ads for small businesses:

Vast User Base: Facebook boasts an impressive 2.96 billion monthly active users, demonstrating its immense reach potential.

Daily Engagement: With 1.98 billion daily active users in Q3 2022, Facebook offers consistent opportunities for engagement and brand exposure.

Global Appeal: Facebook's user base is not limited to one country. India, the United States, Indonesia, and Brazil have substantial user numbers, making it a global marketing playground.

Demographic Variety: Facebook caters to diverse demographics, with men aged 25-34 being the largest group. This diversity ensures you can reach your target audience effectively.

High-Income User Base: Approximately 75% of high-income earners are on Facebook, making it a valuable platform for businesses offering premium products or services.

Daily Usage: The average U.S. adult spends 30.1 minutes a day on Facebook, ensuring regular brand exposure to a significant audience.

Mobile Accessibility: Nearly 98.5% of Facebook users access the platform from mobile devices, making it crucial for mobile-focused advertising.

Video Dominance: Videos on Facebook generate significant engagement, with users watching over 4 billion video views daily.

Business Adoption: More than 160 million businesses use Facebook to interact with customers, indicating its relevance for business growth.

Effective Advertising: Facebook ads are powerful, with a 9.21% average conversion rate (CVR) and various optimization options, including CTA buttons and video ads.

These statistics underscore Facebook's continued prominence in the digital marketing landscape and emphasize its potential as a vital tool for small businesses seeking to expand their online presence and connect with a wide-ranging audience..

Google does a great job of generating leads and sales for businesses, but it can get competitive very quickly, and if you're a small business, it's often hard to compete.

Meta Ads can help you cut through a tough market. By giving you tools like custom audience targeting, multiple ad formats and targeted placements – you can tailor your strategy to target users you know are likely to convert. This can save you money fighting for competitive and overpriced keywords.

Meta also feeds into what we call 'omnichannel' marketing. This means that each marketing channel helps one another to form an overall marketing strategy.

For example, someone might scroll through their Instagram stories and see your ad. They might click it and browse for a bit but then leave your website. A few days later, they might return to purchase something from your website by remembering your brand name and typing it into Google.

Google will take all the credit for the sale, but it was Meta Ads that started the sale funnel for that customer and without Meta Ads, the customer might not have even known about your brand.

This is referred to as the “halo effect”, which refers to an ad campaign’s positive impact on related metrics or actions beyond its intended goal. It occurs when an ad influences user behaviour or perceptions in ways that extend beyond the direct response to the ad itself.

1 - Boost

Boost sucks because it just shows shit to everyone. Yelling in a train station. If you do bad with boosts - that’s normal. If you do great with boosts? You’re going to do amazing using the actual product. If you have no idea? Well... you’re like most people.

Tips for Creating Powerful Facebook Ads, According to Meta's Director of Ads

1. Keep it simple.

When you first start with Facebook ads, you might feel overwhelmed by the many available options. For instance, you can create a boosted ad, a video ad, a poll ad, or a carousel ad (to name a few).

Ribeiro advises against getting too complex when you're first starting out.

As he puts it, “One challenge I've seen with new Facebook Ads users is that they see the numerous capabilities we have in our Ads Manager, and without fully understanding how everything works, they try to play with everything. As a result, they end up wasting money because they're either not being targeted enough, or they're using the wrong capabilities.”

In other words, Don't try to do too much, too quickly.

Audience quality is more important than size because, with Facebook advertising, the goal is engagement and/or conversions. Casting a wide net to individuals who are not your target audience will tank your relevance scores and give you bad data to work from.

The good news is that Facebook's targeting capabilities are more robust than any other platform, including demographics, interests, location, and even behavior. That means you can get far more specific on who you want to see your ads.

For example, you don't have to settle for “women between ages 25 and 45” when you can target “women between ages 25 and 45 who like reading and whose favorite author is Suzanne Collins.”

By getting granular, you end up excluding users who are not your target market, showing ads to only those who will find it most relevant and who are most likely to convert.

Relevance is critical for success when using Facebook advertising. Remember, you are spending money when someone views or clicks on your ad (depending on the settings you use). If you're showing ads that aren't relevant to your target audience, you're wasting your time and money and will likely not see success with any advertising.

Facebook determines ad relevance through its ad relevance diagnostics (formerly ad relevance score). Several factors are evaluated to determine the relevance of your ad, including feedback from users (such as ad hides or negative feedback), engagement (such as clicks, likes, or shares), and predicted positive actions (such as conversions or video views).

Additionally, Facebook provides diagnostics for three specific dimensions: quality ranking, engagement rate ranking, and conversion rate ranking. Ultimately, the more relevant your ad is, the more favorably Facebook will treat them.

2- What Is This Going To Cost Me

don't give up too quickly. Don't think you get there spending \$0,50 for every client. Eedyat

1. Establish Your Facebook Ads Budget

The first step to advertising on Facebook is establishing your budget. There are two types of budgets on Facebook:

Daily Budget – This is the average amount you want to spend on an ad each day. For example, if you set your daily budget to \$10 over the course of four days, you will be charged up to \$40 total.

Total Budget – This is the maximum amount you want to spend on an ad until it stops running. For example, if you set your total budget to \$20, you'll be charged no more than \$20.

To preserve your budget, we recommend using the Lifetime Budget feature on your ads. This tool allows you to set a specific dollar amount you want to spend over the lifetime of an ad.

To determine the best budget for Facebook ads, you will need to consider a few factors, including your revenue, how aggressive you want to grow, and how much time you can commit to advertising. All of these should be taken into consideration when planning your Facebook ads budget.

How much should a small business spend on Facebook ads

There is no one-size-fits-all answer to how much a small business should spend on Facebook ads.

Determining the ideal budget for Facebook ads for small businesses can be a strategic decision influenced by several factors such as specific business goals, testing, audience size, ad quality, competition, campaign duration, ROI tracking.

Small businesses should carefully consider these factors and tailor their Facebook ad budget accordingly to achieve the best results within their means. Let's go through each of them.

- **Business Goals:** The budget should align with the business objectives. If the goal is to raise brand awareness, a smaller budget might suffice, while more extensive goals, like driving conversions, may require a larger investment.

- **Testing Phase:** In the initial stages, it's wise to start with a modest budget for testing purposes. This allows small businesses to assess the effectiveness of their Facebook ad campaign without committing substantial funds.

- **Audience Size:** The size of the target audience plays a crucial role. A larger audience might require a higher budget to reach a meaningful portion of it effectively.

- **Ad Quality:** Investing in high-quality ad creatives and content can make a smaller budget go further. Well-crafted ads are more likely to engage users and generate results.

- **Competition:** The competitiveness of the industry and the bidding competition on Facebook can affect costs. Highly competitive industries may require a higher budget to stay competitive in the ad auctions.

- Frequency and Duration: The frequency and duration of the ad campaign matter. Running ads continuously at a lower daily budget can be more cost-effective than sporadic, high-budget campaigns.

- ROI Tracking: Small businesses should closely monitor the return on investment (ROI) from their Facebook ads. Adjusting the budget based on the performance of previous campaigns is a smart practice to maximize results.

However, if you're looking to spend the absolute bare minimum on Facebook ads, then spending as low as \$1 per day can still make a difference.

With a daily budget of \$1 and an average CPM of \$8.99, you can expect to get an estimated 111 impressions per day on average.

Tip #5 – Set the right budget

Setting the right budget for your Facebook ads as a small business is essential. It's a delicate balance that depends on your goals, financial capacity, and the value you expect to gain.

Allocating a budget that's both comfortable and effective is key. Start conservatively, learn from your Facebook ad campaign, and gradually adjust your budget as you gain insights into what works best for your business.

Remember, it's not just about how much you spend, but how wisely you allocate your resources to achieve your advertising objectives.

Let's begin by talking about the cost of Meta Ads. Compared to other platforms like Google Ads, Microsoft Ads or LinkedIn, Meta Ads, if managed with best practices, can produce cheaper CPCs.

Meta Ads operates on a CPM (Cost-Per-Thousand Impressions) model where advertisers are charged based on the number of impressions or views their ads receive per thousand. This differs from Google, where advertisers are charged per click or engagement.

You can improve the CPM cost by:

Ensuring you create ads that resonate with your audience. Pay attention to your click-through rate (CTR)

Manage the frequency at which your ads are shown to users. While it's essential to maintain visibility, excessive ad frequency may lead to ad fatigue and decreased engagement rates and, as such, higher CPMs.

Regular A/B testing – iterate on your top-performing ads instead of always creating brand-new angles.

Ensure your landing pages are well-optimised for a positive user experience. The landing page should be relevant to the ad content, load quickly, and provide clear calls to action.

Include an audience size that is not too specific or broad.

Audience definition

Audience definition insights when building a new audience

The CPM model offers several benefits for advertisers on Meta.

Brand Visibility: Advertisers can achieve significant brand exposure by reaching a large audience and displaying their ads to thousands of users. This can be particularly valuable for campaigns focused on brand awareness, as advertisers pay for ad impressions regardless of user interaction.

Cheaper CPCs: As previously mentioned, if you can create compelling creative that speaks to your customer's wants and needs, you can likely drive cheaper CPCs than other major ad platforms.

When it comes to budget allocation, Meta has two options:

Lifetime Budget: This allows you to set a specific budget for a specific date range. This means Meta's in the driver's seat and will spend the budget as best as possible based on its learnings. This can be a good option for smaller monthly budgets.

Daily Budget: This option allows you to set a specific budget for each day. Meta will then look to spend that entire budget within 24 hours. This option gives you more control over when you spend the budget.

We also have two further options for budget allocation, CBO and ABO.

[CBO] Campaign Budget Optimisation – This will allow you to set a budget on a campaign level and let Meta divvy the budget between the adsets. This can be good for testing audiences.

[ABO] Adset Budget Optimisation – This allows you to set the budgets on an adset level giving you more control over where the budget is spent. This can be a great option once you've identified an audience that performs well and want to scale it up.

Lastly, if keeping the average cost per result around a certain amount is essential, Meta also has the option to set a 'cost per result goal'.

3 - Hook

7. Failing to Draw Attention

Our attention spans aren't great.

Grandma and grandpa could sit for hours next to dim candlelight reading poetic tomes typeset in minuscule cursive with a quarter-inch line-height and ne'ery a padded margin to be found—for hundreds of pages.

But us?

We swipe through Facebook ads while sitting on the toilet at a rate of about 2 per second until an image (still or motion) stops that scroll long enough to skim the headline. If that ad doesn't pull a click before the poop plops, we're back to speed swiping as we leave the bathroom, torquing our pants back to center with our free hand.

The attention 🌟 grabbing 🌟 threshold 🌟 is 🌟 high 🌟.

Even if you're targeting a niche Custom Audience and have a brilliant ad message that's super relevant to this audience, there's a pretty good chance they won't read your ad copy.

Advertising legend David Ogilvy commissioned a deep dive into imagery. He discovered that first, people look at the image. Then, they scan the headline.

If your ad image and headline fail to catch attention in the Facebook newsfeed, it will be passed by.

Queue mournful violins.

Why doesn't your ad grab attention?

It might be guilty of one of these mistakes:

The featured photo looks like amateur photography or stock

The ad doesn't use bright colors, which might reduce visibility

Ad image contains confusing elements and doesn't match the offer

If you compare these two ads by 17hats and GetResponse, which one gets your attention first?

Which one of these ads caught your attention first?

The smiling face? Or the color?

People make up their minds within 90 seconds of their first interaction with a person or a product. About 62-90% base their assessment on colors alone. But smiling faces evoke positive feelings. Either ad could work!

Creating colorful ad images or incorporating happy people might increase the percentage of people who notice your ad, read it, and click through.

The takeaway: focus on the design because images account for 75%-90% of ad performance.

Using custom, branded imagery outperforms stock photos and low-quality images.

Tip: Make sure that your Facebook ad design is at least 1200 x 628 pixels wide (the standard) and that the colors look good on every screen.

For more Facebook ad design inspiration, see our lineup of 32 awe-inspiring Facebook ad examples.

8. Too Much Text on the Ad Image

Once upon a Facebook time, there was a rule about the amount of words you could put on an ad image. That amount was 20%. If 80% of the image didn't show, Facebook could refuse to distribute your ad.

But as of September 2020, that rule went away. Facebook isn't as strict about text rules these days, but Facebook still advises not to overdo the amount of ad copy for the sake of conversions.

Instead of getting a "Yes" or "No" from Facebook, your ad's text density will fit into one of the four classifications:

Ok

Low

Medium

High

You can test your ad's classification by using Facebook's Text Overlay Tool.

We ran a test with this ad by Unbounce.

This ad by Unbounce seems to be quite text-heavy

Facebook told us that the ad's image concentration is high, explaining:

You may not reach your audience because there's too much text in the ad image. Facebook prefers ad images with little or no text.

Unless you qualify for an exception, change your image before placing your order.

This Facebook ad had a high text/image rate

High text density on your ad images doesn't mean that Facebook won't deliver it anymore. But it does mean your ad will show to fewer audience members.

The good thing is that Facebook notifies advertisers by email, guiding their attention to text-heavy ads.

Facebook will notify you of text-heavy ad images.

Final verdict: The penalty was removed, but the new permission is burdened by risk that messes with your ad results.

So keep text density low or use no text on the ad image at all to up your chances of a high ROAS.

9. Headlines Without the Right Hook

There's a ton of power in your headline.

According to a study by computer scientists at Columbia University and the French National Institute, 59% of people don't read more than the headline of a Facebook post before sharing or liking it.

If you also consider that, on average, we're bombarded with 5,000 ads and/or branded messages per

day, it's no big surprise we've grown immune to ads.

If your Facebook ad headline fails to catch attention, you'll lose 80% of your ad viewers.

Your headline had better be a high-hitting homer that makes hay (hallelujah).

In this ad by PPI Check Me, the headline reads "Ac. Claim: £2,750 (BBC)". The lack of context may confuse the reader (it certainly confused me) or fail to provide enough information to warrant engagement.

PPI Check Me's ad headline seems a little confusing

In contrast, this example from Scoro has a clear and actionable headline that explains the benefit of the product.

Scoro's ad headline presents a clear benefit.

How To Write Better Headlines For Your Facebook Ads

Keep your ad headlines short and clear

Jeff Bullas measured the engagement rate of Facebook posts and discovered that the ultra-short 40-character posts received 86% higher engagement than others.

Use numbers in headlines

A study by Conductor showed that starting your headline with a number makes your ad 36% more likely to get a click.

Want more Facebook tips like this? We dedicate an entire post listing 50 of them.

I already mentioned that Meta has very detailed targeting options. Take advantage of them.

The more you know about your ideal customers- who they are, what they like, what other Facebook groups they hang out in, etc.- the more likely you'll be to get your ads in front of the right audience.

Use Visuals

People scroll through their social media feeds at lightning speed. They are there to be entertained, not necessarily to shop. So, your ad needs to grab their attention within seconds.

Try eye-catching video ads that tell a story, carousel ads that spark curiosity, or dynamic product ads that show what their life could look like after using your offering. Use high-quality images that resonate with your target audience. Don't be afraid to run several ad variations to find out which ad format converts best.

"One of the first things users notice and react to is going to be your creative," Ribeiro told me, "so it's important you pay attention to how you're designing your ad."

For context, an ad creative is the visual attributes of the advertisement, whether it be an image, video, or another format.

Consider, for instance, the fun, lighthearted, and bright designs in the Blue Bunny Ice Cream creative, shown below:

The ad itself needs to grab the attention of your users. If you're unsure what type of creative will resonate best with your audience, try A/B testing different styles to identify what works best.

Additionally, the type of ad you create is equally important to consider.

Ribeiro says, "Video always performs best because it's the most engaging. But you don't need a big budget or sophisticated equipment for video. If you're a small business and you only have pictures, you can actually convert those pictures into a video in our Ads Manager through our partnership with Vimeo."

Whether you're ready to get started with Facebook ads or take your ad strategy to the next level, hopefully, these three tips have enabled you to focus on what matters most.

The power of Facebook Ads is in the large variety of tools and the features it offers to businesses — but it's imperative, for your purposes, that you start simple, take the time to identify your correct target audience, and design a creative that will compel your audience to take action.

4 - Offer

11. End with a call to action

Take the time to understand what content your audience engages most with. This can be done by accessing available insights from your business home page.

Also, pay attention to the time and day content is released. Once you understand what content and time have the best engagement and views, you can begin to adjust your content strategy towards what resonates with your audience most.

Be sure to encourage engagement in your posts by using a call to action when possible at the end of a post. This can be as simple as, “follow this link now,” or “let us know what you think in the comment section” or even, “make sure you hit that follow button to stay up to date with the latest info.”

Steven Brown, DP Electric Inc

Next, you’ll want to walk through the average customer journey. What steps do they take as they:

Recognize that they have a problem

Identify what that problem is

Discover potential solutions

Become aware of you as an option

Choose to purchase your product

For each customer, this journey may be slightly different. However, they generally fall into 3 categories:

Awareness Phase (top of the funnel)

Consideration Phase (middle of the funnel)

Decision Phase (bottom of the funnel)

Why does this matter to you as an advertiser? Because you will tweak your content, offers, verbiage,

and Call to Action based on whatever stage of the customer journey your potential buyer is in.

Finally, you'll want to break your audience up into segments based on where they are situated in the customer journey. This will allow you to make the right offers to the right people at the right time.

Here are a few examples of potential audience segments:

Any new customers in the "prospects stage" are entering your funnel as warm leads because they are interested in your product.

Lukewarm leads visited your website but didn't engage, you may wish to use Retargeting to remind them that you are there, waiting in the wings, with the solution to their problems.

Engaged blog readers like your blog and keep coming back for more. They're more likely to share your content on Facebook or make a purchase.

Landing Page visitors came to a specific landing page and are therefore probably interested in that particular product.

Shopping cart abandoners were so close to making a purchase... but something stopped them. They may just need a gentle push to finish their purchase.

Return customers love your brand. They've already purchased from you in the past and come back time and time again for more. These customers can serve as brand advocates, singing your praises and recommending your product to their friends.

As you learn more about your own audience, you may uncover different segments that will require different messaging.

Now, consider how your Facebook strategy will differ based on who you are advertising to and where they are in their journey (and in your funnel). Consider these possibilities.

When you are looking to attract prospects, you may create ads around your brand or content that will help them understand their problem (and position you as an expert).

As your goal shifts and you want to CONVERT the prospects, you will utilize contests and giveaways, free trial offers, and lead ads.

When it's time to CLOSE the prospects, you'll incorporate lead nurturing campaigns, discount offers, sales campaigns, and limited-time offers to encourage them to buy.

Once prospects become customers, it's time to DELIGHT them with premium offers, referral programs, upsell campaigns, and helpful information about their purchases.

5. Offers

During the website conversion ads section, we touched on the fact that you could use conversion-focused offers as a landing point for your Facebook ad. That said, Facebook also allows you to set off-site offer downloads as a campaign objective.

Whether you have discounts, holiday deals, or content-specific offers to promote via Facebook ads, the offer claim objective allows you to customize your ads with calls-to-action specific to the offer. For example, you might use a "Learn More" call-to-action if you're offering something that's good only for the first 500 sign-ups, like in the ad example below:

6. Lead Generation Ads

In a traditional lead generation conversion path, users are driven to a landing page where they fill out a form. For example, you might use a Facebook offer claim ad (like we discussed in the previous section) to drive users to your website and have them fill out a form there.

The downside to this conversion path is that users are required to leave Facebook altogether once they've clicked on the ad to actually claim what you're promoting. Luckily, Facebook offers the lead generation objective, which allows you to collect lead information without forcing your audience to ever leave the Facebook app.

Here's an example that shows the conversion path the user goes through on a Facebook lead ad.

First, the user see a traditional conversion-focused ad:

A value proposition tells the reader why they should click on your ad to learn more about your product. How is your product or service different from any other? Why should the viewer click on your ad to see your website?

Your value proposition should be believable. For example, saying you have the greatest sandwiches in the world will not make people come to your business's Page, but maybe offering 20% off will. Or,

perhaps adding social proof will help – something like, “Sandwiches loved by over one million people every year! Come try yours today and get 20% off your order with this coupon.”

6. Have a clear call to action.

A beautiful and relevant ad is great, but without a CTA, your viewer might not know what to do next. Add a CTA like “Buy now and save X%,” or “Offer ends soon” and add a sense of urgency to your viewer. Your CTA should encourage people to click on your ad now

5 - Close

Step 5: Test and Tweak Often

Digital marketing is ever-evolving. What worked yesterday might not work tomorrow. What worked for your competitors might not work for you.

That’s where A/B testing comes into play. Create multiple variations of your ad, tweaking minor elements like visuals, headlines, and calls to action. Run them all simultaneously and then analyze the results to see which version performs the best.

Even after you have a well-performing ad, keep experimenting and making tweaks now and then. Even a great ad can get better.

Outline (complete)

Intro - Why Meta ads are awesome, you should be using them, you’re missing out

Step 1 - Use the actual tool, Most Biz Owners Throw Money Away Using Boosts. It’s like riding in a bike race on a kiddie bike with training wheels

Step 2 - Decide On Your Marketingbudget

Step 3 - Grab Them By The Throat, Use a hook, interrupt their scrolling

Step 4 - Come up with a good offer, tell them what to do

Close - We can talk about funnels, A/B splittesting, ROAS, CRO etc. etc. But all that comes later. If you want us to look at your stuff, set up an appointment and we'll analyze your stuff for free.

Draft 1

Title + subtitle

4 Steps To Getting More Clients With Meta Ads

How to easily attract the perfect clients for your business on auto-pilot.

Why Meta Ads Are The Greatest Marketing Opportunity Since... Ever

Don't know about you, but saying 'Meta' still feels weird to me. Just imagine me saying 'Instagram and/or Facebook' when I talk about Meta ;-)

During the first quarter of 2024, Meta reported 3.24 billion people were using at least one of the company's core products (Facebook, WhatsApp, Instagram, or Messenger).

That tells us two things:

1. That's a mind boggling number.
2. Our perfect customer spends time on Meta.

That second point gets more exciting when you realize that Meta allows us to laser target who we want to reach with our ads.

If you buy almost any kind of advertising you know from the get go that you're throwing most of your money away. The vast majority of people can't buy from you, won't buy from you, will never buy from you. Because you're just trying to reach EVERYBODY.

Meta is different. Never before has it been this easy to reach EXACTLY the right target audience for your business. Meta ads will also help you boost every other marketing effort you do. But we'll get into that later.

And you know what the best part is?

This is a largely untapped goldmine.

Not because your competition doesn't know about Meta. They know. And they might even use it, boosting a post every once in a while, throwing some money at it.

But almost no one knows how to use this properly.

And that's exactly what I'm about to show you in this guide. Let's get into the exact steps you need to take to make Meta give you the perfect customers for your business on auto-pilot.

Let's dig in!

Arno Wingen

Prof Results

P.S. If you want me to take a look at your account and what I could do for your business, get in touch with me here: <LINK>. No worries, it doesn't cost you anything and I'm not going to annoy you with high pressure sales tactics. If we're a good fit I'll tell you and you get to decide how to proceed.

What Almost EVERY Business Gets Wrong About Meta Ads

Boost sucks because it just shows shit to everyone. Yelling in a train station. If you do bad with boosts - that's normal. If you do great with boosts? You're going to do amazing using the actual product. If you have no idea? Well... you're like most people.

The biggest problem with advertising on Meta is that it's complicated.

I mean, just look at this:

<screenshots of ad account here, showing endless options>

Feels like you're trying to diffuse a bomb, deciding which wire you should cut.

Meta knows this. Their yearly ad revenue is over 100 billion (yes, with a B). So you can safely assume that they have some pretty clever people walking around there.

Which is why they give you the option to 'boost' your posts.

This is an ultra simple way to spend money on ads and tons of business owners use it without ever realizing that they're throwing money away hand over fist.

Yes, if you boost a post you get more exposure. But you're missing out on basically everything that makes Meta such a great way to get clients:

- You're limited to only the post types that exist for organic posts
- You can't effectively target a particular audience based on an action you want to take
- You can't add square photos, change customize the headline or description
- You can't run the ad on both Facebook and Instagram

Using a boosted post to reach clients is like trying to win a bicycle race with a kiddie bike and training wheels. When you're through with this guide you're going to upgrade from a kiddie bike to a shiny carbon framed ultrafast racing bike.

So... what SHOULD you be doing?

You should be using the Meta ads tool. It gives you more options, more targeting and most important... WAY more results.

So, from today forward we never use 'boost post' again. Unless you hate money. In which case you should always boost posts.

Attracting Clients Without Spending A Fortune

One of the best things about Meta ads is that you can start using it and getting results without spending a fortune.

Print ads, television ads, influencer marketing... they all require you to shell out a ton of money

without having any idea if this is going to work or not. Before you know it you're down thousands of dollars and you haven't moved the needle in any way.

Meta ads are different.

You determine exactly what you want to spend every day, week or month on Meta ads. And you can check the results regularly to see if things are moving in the right direction.

So, how much is this going to cost you?

Relevance is critical for success when using Facebook advertising. It takes a while for the algorithm to pick up on the audience you want to reach and optimize for that. Once it locks in, you're off to the races and it's time to optimize.

With that being said - this still requires an investment. And too many times I see business owners happily spend thousands of dollars on all sorts of things... but expect results while spending \$1/day on Meta ads.

They end up spending more on coffee every day than they do on their business. And that doesn't make sense.

When we work with clients we have a simple goal. Get to the point where every \$1 you put in advertising gets you at least \$2 in return.

We do that by testing and tweaking consistently until we reach that goal. If you want to see what we could do with your business, get in touch.

<link>

How To Force Your Perfect Client To Read Your Ad

The worst sin in marketing is...

...being BORING.

Meta is a social media platform. People are scrolling. You can't expect people to see your ad, go sit by the fire, put their feet up and read your stuff with rapt attention. That's not how it works.

They say that we get 5,000 ads and/or branded messages per day. I have no idea who came up with that number. It sounds random and made up. But we both know there is a LOT of marketing competing for your audience out there.

You'll have to grab their attention RIGHT NOW.

Couple of tips on this.

1.
The image has to hit right

We're visual creatures so make sure that you're image is disruptive. Not in a weird way. More like a 'huh, that's interesting', way.

Show movement. Or use bright colors. Or show something they really really want. Or combine all of those. That's why we're always testing when working with clients. There's always a better picture.

1.
Next up is the headline

There's a ton of power in your headline.

Your headline is the ad for the ad. If you don't grab their attention right away they're sweeping and swiping fast.

1.
Don't overload on the text

Lots of people cram the image in the ad full of text. That's usually not the best idea.

Again, they're scrolling. Not reading The Lord Of The Rings.

Short summary: make sure you grab their attention right away. Don't be boring. It's the kiss of death for meta ad results.

How To Easily Measure And Optimize Ad Performance

I've mentioned this before, but it deserves repeating:

When we work with clients we have a simple goal. Get to the point where every \$1 you put in advertising gets you at least \$2 in return.

One of the best ways to do that is by using a call to action in Every. Single. Ad. Everything we do has a CTA because it makes everything measurable.

You're trying to reach customers in every stage of their journey, from just starting to look for info to being purchase ready now. And the earlier you can get on their radar, the easier it will be to convert them from prospects to clients.

Meta even gives you the option to run lead generation ads that specifically target people most likely to become a lead for your service.

In a traditional lead generation conversion path, users are driven to a landing page where they fill out a form. For example, you might use a Facebook offer claim ad (like we discussed in the previous section) to drive users to your website and have them fill out a form there.

We generate the leads by giving something that they might like. For example, saying you have the greatest sandwiches in the world will not make people come to your business's Page, but maybe offering 20% off will. Or, perhaps adding social proof will help – something like, “Sandwiches loved by over one million people every year! Come try yours today and get 20% off your order with this coupon.”



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What To Do Now?

Meta ads are an incredibly versatile tool. Billions of dollars are spent on it by companies across the world. Using the advice in this guide will allow you to start generating leads for your business as well.

If you want me to take a look at your account and what I could do for your business, get in touch with me here: <<https://proscale.marketing>>. No other marketing company guarantees results. We're so confident we can beat your current ads that we have a simple guarantee.

We beat your current ad performance OR... you don't pay us anything.

Easy. Simple. Clear.

So if you'd like to know what I'd be able to do for you, get in touch and let's have a talk! Won't cost you anything and I'm not going to annoy you with high pressure sales tactics.

Talk soon,

Proscale Marketing Agency